

TREO 680 Maintenance Release and 750 OS Upgrade

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Summary of TREO 680 Maintenance Release

- Maintenance Release for the Treo 680 Available 10/22 (current record)
 - Enables PTT feature
 - Places Stub applications on the devices in support of:
 - IM clients (Yahoo!, AIM, Windows Live)
 - TeleNav
 - MobiTV
 - Ability for a MP3 or any sort of music file to be translated as a Ringtone
- Will be available as free download for all AT&T Treo 680 customers from www.palm.com/680update
 - **SMS blast from AT&T will alert customers in addition to traditional channel and Customer Care messaging**
- Requires a desktop computer – the download cannot be executed via OTA

Summary of TREO 750 OS Upgrade

- OS Upgrade for the Treo 750 Available 10/15 (current record)
 - Windows Mobile 6 Professional
 - HSDPA 1.8
 - AT&T Entertainment
 - CV, AT&T Mall, AT&T Music
 - Improved Phone Controls
 - New active call screen with oversized Mute and Speakerphone controls
 - Places Stub applications on the devices in support of TeleNav and MobiTV
- Will be available as free download for all AT&T Treo 750 customers from www.palm.com/750updateatt
 - **SMS blast and free voice message from AT&T and email blast by Palm will alert customers in addition to traditional channel and Customer Care messaging**
- Requires a desktop computer – the upgrade cannot be executed via OTA

TREO 680 and 750 Launch Kits

10/26- Palm Treo 680 and 750 launch kits delivered to COR STORES ONLY

Contents- 1 launch kit to cover both devices sent to each COR location

- Revised product Data sheets for both devices
- Revised Tips & tricks for both devices
- Actual size Cards
- Pocket Sales Guide – Combo Piece 680 & 750
- Flash Card – Combo Piece 680 & 750
- Software Update & On Device Demo Postcard
 - URL on how to get the updates & on device demo
- Revised Getting Started Tear pad for both devices
 - 8.5x11 (50 pages/pad)
- Butler Post-it pads for both devices
 - 3x4 (50 pages/pad)
- Customer Update card for both devices
 - 5.5x5.5 card to be added to in box materials
 - URL on how to get the update

All components will be delivered in separate 680 and 750 branded folders

- Box will be Labeled “ FREE Treo 680 & 750 Software Upgrades Open Immediately...”

COR Stores/ National / Indirect Channels

What do we do with current inventory?

- Updated inventory scheduled to arrive in the DC's by week of 10/22 for 750 and week of 10/29 for 680
- COR National Channels/Local Dealers will **NOT** have to re-flash existing inventory
- COR Stores /National Channels/Local Dealers will **NOT** send impacted inventory back to D/Cs
 - SCQE and Supply Chain recommendation given low levels of remaining inventory impacted at the time of Maintenance Release (7-14 days worth of sales)
- Communication of Product Advisory from Supply Chain to all channels via Standard Procedure

Communication Plan

- Channel Communications in CSP/MyCSP for all channels
 - Target 10/22- Supply Chain Product Advisory
- Leadership Communications
 - 10/4 Nat Marketing Call Review
 - 10/8 National Data Call Review
 - TBD SMB call